**2019 USA Convention
Club Development**

**Michael White**

# Individual Membership

3,300 athletes have upgraded from Flex to Premium

9,600 athletes downgraded from Premium to Flex

352,529 total members (25,266 flex)

Grand total of year-round athletes is up 1.7%

Retention rates remained the same

Seasonal athletes had a 25% drop

Chicago Park District is the largest team now, with 3,200 members

Thought from me: \*If seasonal members are now flex, did we gain any members?\*

# Club Membership

2,901 clubs have members

Number of small clubs has remained the same; number of mega-clubs has risen

Plan to up club registration fees, per election on Saturday: Clubs can petition to have the club registration fee eliminated.

At this point in the meeting, the direction turned to MAAPP complaints….it dragged on…and on. And thus concludes club development.